

Access to Professionals PROGRAM

Through this unique program, entrepreneurs receive business solutions and advisory services relating to their business during a 40 minute one-on-one consultation.

One-on-one consultations are by *referral only* and include:

- ✓ **Legal** - Giffen LLP Lawyers
- ✓ **Accounting** – AC Cloud Inc., Beverly Brown Corp, Mac LLP
- ✓ **Etsy Online Sales/Marketing** – Jessica Murphy, Rawkette
- ✓ **Operations/Growth Consultant** –Ada Barlatt, OperationsAlly
- ✓ **Social Media Marketing**- Mallory Manchur, Mal & Co.
- ✓ **Human Resources** - Frank Newman, Newman Human Resources Consulting
- ✓ **Digital Marketing**- Honeypot Marketing
- ✓ **Merger & Acquisition**- Phoenix Exchange Corporation

Please contact our office to book an appointment. The cost of the one-on-one consultation is \$20+HST, cash or online payments available. To cancel, please contact us before noon on the Friday before the scheduled appointment.

Access to Professionals – Legal

Website: www.giffenlawyers.com

- Do you need professional help for your business? Are you looking for legal advice? Giffen LLP lawyers specialize in small business start-ups.
- When do you need a lawyer?
 - Choosing a business structure
 - Buying an existing business
 - Leasing a commercial space
 - Drawing up contracts and agreements
 - Seeking equity financing
 - Other issues requiring legal advice

Access to Professionals – Accounting

Website: www.beverlybrown.ca , www.accloud.ca, www.mac-ca.com

- Access to a Chartered Professional Accountant in a full range of accounting and tax services questions, including:
 - Corporate tax
 - Accounting
 - Bookkeeping
 - Payroll & Sales Tax

Access to Professionals - Etsy Online Sales/Marketing

Website: <http://www.etsywaterlooregion.com>

- Experienced Etsy seller, Jessica Murphy of Rawkette, who creates and sells her custom creations on Etsy full-time with over 3,400 sales.
- Receive assistance with opening an Etsy shop, grow a creative business, and the tips and best practices to run a successful Etsy shop!

Access to Professionals - Operations/Growth Consultant

Website: www.operations-ally.com LinkedIn: www.linkedin.com/in/adabarlatt

- **You are looking to grow your business:**
If you want to: 1) expand to a new location and/or 2) add more clients -- discuss how to grow your revenue effectively.
- **You are looking to improve your business:**
If you want to: 1) be more productive during the day 2) provide high-quality service in less time, and/or 3) reduce your costs -- discuss how to build an operations plan that will increase your bottom line.
- **You are looking to introduce a new offering:**
If you want to: 1) offer a new product and/or 2) offer a new service -- discuss how to best deliver your new offering and maximize your profits.

Access to Professionals – Human Resources Consulting

Website: www.newmanhumanresources.com LinkedIn: <https://www.linkedin.com/in/franknewman>

- customized policies & procedures
- staffing
- payroll
- assessments
- team building exercises & activities
- leadership activities for people development
- Receive tips and suggestions on how to manage your HR department

Identify when to hire or add staff, creating job descriptions, training processes

Access to Professionals – Digital Marketing

Website: <https://honeypotmarketing.com> LinkedIn: <https://honeypotmarketing.com/>

- Marketing Strategy and Funnel Development
- Search Engine Optimization and Search Engine Marketing
- E-commerce Development and Strategy
- Website Development
- Advertising (traditional and digital)
- Public Relations
- Content Marketing
- Social Media Marketing
- Email Marketing and Automation
- Event Marketing
- Videography and Video Marketing

Access to Professionals – Merger & Acquisition Services

Website: <https://phoenixexchange.ca/> LinkedIn: <https://www.linkedin.com/in/greg-wood-cpa-ca-cbi/>

- Thinking about retiring or selling your business
 - Understanding how small businesses are valued
 - Is your business sellable or transferrable?
 - How should the transaction be structured?
 - The financial impact of an Asset sale vs a Share sale and do you have a choice?
 - How many exit options do you have?
- Thinking about buying a business
 - Structuring an offer (Terms, Asset vs Share, Vendor Take Back)
 - Carrying out Due Diligence
 - Financing the transaction